



SALISBURY TOURISM AUTHORITY
dba
SALISBURY TOURISM AND CULTURAL DEVELOPMENT COMMISSION
Minutes
March 14, 2012

The Salisbury Tourism and Cultural Development Commission met at the Gateway Building, 204 East Innes Street, second floor, at 11:30 a.m. for their regular meeting followed by a joint meeting of the Rowan County TDA and STCDC. Lunch was provided by the Salisbury TDA.

STCDC: Boris Bunich, Randy Hemann, Mark Lewis (Chair), Brian Miller, Michelle Patterson, Barbara Perry, and David Redden

Absent: Bill Burgin and Krista Osterweil

Staff representatives: Anna Bumgarner (Salisbury Purchasing), James Meacham (RCCVB), Diana Moghrabi (STCDC Secretary), Joe Morris (City Staff Liaison), Melissa Murguz (RCCVB), Lesley Pulliam (RCCVB), Wade Furches (City Finance Director), and Gail Elder White (Salisbury Parks and Recreation)

Rowan County TDA: Raymond Coltrain, Steve Hall, Brian Miller, Jeannie Moore, Michelle Patterson, Andrew Waters, and Gretchen Witt

Absent: Kelly Alexander, Millie Cress, Krista Osterweil, and Wes Thompson

Guest: Dick Huffman, Attorney

WELCOME AND OPENING REMARKS

Mark Lewis brought the STCDC meeting to order. Minutes of February 8, 2012, meeting were approved.

FINANCIALS

Wade Furches provided the financial report which was received as presented. A copy of the full report is attached.

REPORTS

A. Destination Development Committee Report

- Barbara Perry reported no new developments on the wayfinding signage.
- A group will be walking the downtown today to inventory poles for Christmas decorations. They should be ready to report after two weeks.
- Mark Lewis wants to put together a funding plan for the destination development for the next five years. Joe Morris proposed the Destination Development Committee schedule a meeting March 28th or 30th. Joe will follow up with John Sofley to schedule the meeting. (Meeting later scheduled March 30 at noon at City Hall in the first floor conference room.)
- Anna Bumgarner reported on the trolley bids. The cost will be \$288,000 for two trolleys. We need to plan the capital expenditures. An analysis would help to allocate funds for the next several years. Joe said, "We need to have an agreement between the TDA and the City recognizing that a public authority cannot incur debt, and therefore, will have to have some kind of instrument...probably the second meeting in April we will put it before Council."

Boris Bunich suggested staggering the purchase of the two trolleys to see how it goes and to see if there are any changes we might want on the second trolley. You could retire and sell the F & M Trolley and put it toward debt reduction.

The Destination Development Committee will make a recommendation to the full STCDC.

B. The Organizational Committee

- A proposed Contract to Audit Accounts for the required 2012 annual audit was presented at the last meeting. Mark Lewis referred this item to the Organizational Committee for a recommendation, but they did not meet.

The charge is \$2,475 for the audit and \$625 for the preparation of the annual financial statements. The City will be going out for audit bids in January 2013. Wade had suggested adding the Salisbury TDA to that audit proposal request. The TDA would be bid separately.

Barbara Perry made a MOTION to approve the recommendation from the City Finance Manager. Brian Miller seconded the motion and all members VOTING AYE.

- Staff will take the proposed terms of appointment (matching the fiscal year) to the STCDC and the recommended individual names for STCDC appointments to City

Council March 20. Bill Burgin has agreed to serve as the STCDC Chair and Barbara Perry will serve as Vice Chair for one year.

Recess for lunch

Report from Rowan County TDA

CALL TO ORDER of the RCTDA Board by Board Chair Michelle Patterson. RCTDA approved the meeting agenda. Both meetings ran simultaneously.

- City Council adopted a goal to look at how economic development is being handled in our community. Are we working in the most efficient manner? A group representing both of the TDAs, Downtown Salisbury, the Economic Development Commission, and the Chamber of Commerce gathered last Friday to discuss how to best utilize resources. Salisbury development efforts must now be focused inward from the city boundaries.
- The Marriott Courtyard is making progress on their building; the permit is ready. It will be a 4-story model. It is a different product than we currently have here.
- The Travel Lodge site, a prime exit location, is now available for about \$850,000. There is an effort to get the surrounding landowners to collectively agree to interest a developer to develop the whole site which is underutilized.
- The Happy Traveler is for sale.
- Raymond Coltrain reminded the TDAs that the Rowan County Fairgrounds are for sale. There is potential to double the events with sale to the right group.

Joint Marketing Committee

Group Sponsorships

The FLW Outdoors Fishing Tournaments has requested a sponsorship for their event. They linked their facebook page to the Holiday Inn. Dave will track their event.

Main Street Manager's Conference 2013

A request for a volunteer committee is forth coming.

Grants

The Salisbury/Rowan Symphony Guild requested funding for out-of-town radio marketing (\$2,000) for their garden tour event. The event is May 19 & 20. The Joint Marketing Committee approved the grant unanimously.

Downtown Salisbury, Inc. requested \$600 for ShopMainStreets.com. Betz McKeown made a presentation of the easy-to-use, all-inclusive, online virtual tour for consumers that features shopping, dining, events, museums and connects both DSI and the Visitors Center websites allowing potential visitors to schedule and arrange their visit to Salisbury in one easy-to-use website.

The Joint Marketing Committee approved the grant unanimously.

“Arts Night Out” Tourism Marketing Grant

This event is in the development stage. It will stretch from Fisher Street down to the 400 Block of N Lee Street. (Refrigerator magnets are available.)

Mobile Website/Mobile App

James is working on the brand consistency. It will roll out in April 2012.

Trolleys

There will be a budget planning workshop in the next couple weeks to outline the purchase process.

TOURISM INDUSTRY MASTER PLAN

Dick Huffman, Attorney to the Rowan County TDA, brought the group up to speed on some recent developments regarding the Master Plan Consultants—in particular, Smith Advertising which has suddenly closed its business. None of our data was in Smith’s possession.

Our agreement with Smith was for \$57,500 to be divided with the other two groups (TMO and Appalachian) per an oral agreement. Michael Weaver was an independent contractor who received \$12,000; Appalachian State University receiving *about* \$16,000; Smith to receive *about* \$4,000; and TMO to receive *about* \$16,000. Michael Weaver has been paid his full amount. The final plan amount is due from us in the amount of \$19,100 with the final amount due upon completion of the plan; we do not have a completed plan.

A few weeks ago there was a federal lawsuit filed against a developer based out of Florida. Part of the developer’s portfolio was in Smith. This relationship uncovered possible check kiting.

James Meacham received a letter from Receivables Management Funding, LLC. This company is owed money in the millions of dollars from Smith. It is likely that criminal charges will be filed against Mr. Smith. Dick distributed copies of two letters he has sent to Gary Smith and to Matthew Schulz.

Dick believes any of our payments left will go to partners who are due the money. He has cancelled the contract with Smith. The contract was essentially with the Rowan County TDA and James had the power to enter and end the agreement. Dick will await instructions from the board.

There was a discussion with everyone presenting various scenarios. James will bring the executive boards together to discuss in detail.

Brian Miller said that he wants to see the execution of “some sort of a codified agreement between the three parties still in this process so everyone clearly understands what is left to be done, who is getting paid and for what.”

RAC

Barbara Perry will serve on The Rowan Arts Council Board.

ADJOURNMENT

The STCDC meeting adjourned at 1:10 p.m. The next full committee meeting is Wednesday, April 11, 2012, at 11:30 a.m. in the Gateway Building, 204 E Innes Street, Salisbury.

Respectfully submitted,

Diana Moghrabi